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**MINUTES**  
**VIRGINIA TOURISM AUTHORITY**  
**BOARD OF DIRECTORS MEETING**

Virginia Tourism Corporation  
901 E. Cary St. Suite 900  
Richmond, Virginia 23219

Thursday, June 02, 2022

**Members Present:** Ms. Jean Ann Bolling, The Honorable Stephen Cummings, The Honorable Winsome Earle-Sears, Mr. Pete Eshelman, Ms. Kelli Lemon, The Honorable Matthew Lohr, Ms. Meredith Lusk, Mr. Justin Reid, Ms. Susan Payne, Ms. Alethea Robinson, Mr. Sunny Shah, Mr. Terry Stroud, and Ms. Phyllis Terrell

**Members Absent:** The Honorable Caren Merrick, Mr. Calvin Jamison, Mr. Damian Dajcz, and The Honorable Travis Voyles

**VTA Staff Present:** Ms. Diane Béchamps, Mr. Chris Canfield, Mr. Andy Edmunds, Ms. Jane Lammay, Ms. Rita McClenny, Mr. Michael McMahon, Mr. Dan Roberts, and Ms. Carolyn Wren

**Guests Present:** Ms. Kate Condrey - Office of the Lieutenant Governor, Ms. Kim McKay – Virginia House Appropriation Committee, Ms. Elizabeth Myers – Office of the Attorney General, Mr. Jason Powell – Virginia Senate Finance Committee, Ms. Paige Read – Virginia Association of Destination Marketing Organizations, Ms. Nicole Riley – Office of the Secretary of Commerce and Trade, Mr. Corey Scott – Office of the Secretary of Natural Resources, and Mr. Eric Terry – Virginia Restaurant, Lodging and Travel Association

**I. Call to Order**

The summer meeting of the Board of Directors of the Virginia Tourism Authority was held on Thursday, June 02, 2022, at the Virginia Tourism Corporation headquarters in Richmond, Virginia. Susan K. Payne, chairwoman of the board, called the meeting to order at 9:12 a.m. and welcomed everyone.

**II. Approval of the minutes from December 02, 2021**

Pete Eshelman moved for the adoption of the minutes from the Board of Directors meeting on December 02, 2021, Jean Ann Bolling seconded the motion. The minutes were approved unanimously.

**III. Report of the Secretary of Commerce and Trade**

Nicole Riley, Deputy Secretary of Commerce and Trade, delivered the report. As part of her remarks, Deputy Secretary Riley noted the office of Commerce and Trade's commitment to working with the agency and the board of directors to help the travel, tourism, and hospitality industry recover from the pandemic and promote Virginia as a great location to live, work, and play.

**IV. Board Member Reports**

Board members delivered reports on activity in their regions.

**V. President's Report**

Rita McClenny gave a report on the executive office. As part of her remarks, Ms. McClenny welcomed board members and guests, and read bios of newly appointed ex-officio board members.

**VI. Division Reports**

Michael McMahon gave an update on the American Rescue Plan Act (ARPA) and FY 2022-2024 budget request

Chris Canfield gave an update on upcoming Partnership Marketing funding options and DRIVE 2.0

Diane Bechamps gave an update on the Wanderlove campaign

Andy Edmunds gave a report on the Virginia Film Office

**VII. Public Comment**

Eric Terry, president – Virginia Restaurant, Lodging and Travel Association (VRLTA), discussed hotel occupancy, the limited workforce growth rate, Rebuild VA, and Tourism Improvement Districts (TIDs)

Paige Read, president – Virginia Association of Destination Marketing Organizations (VADMO) discussed the April meeting held in Lynchburg to re-launch VADMO under a new management group and new leadership, focusing on workforce and local governments and funding.

**VIII. Adjournment**

Kelli Lemon moved to adjourn the meeting and Sunny Shah seconded the motion. Chairwoman Payne called for a voice vote and the motion was approved unanimously. The meeting adjourned at 11:53 a.m.